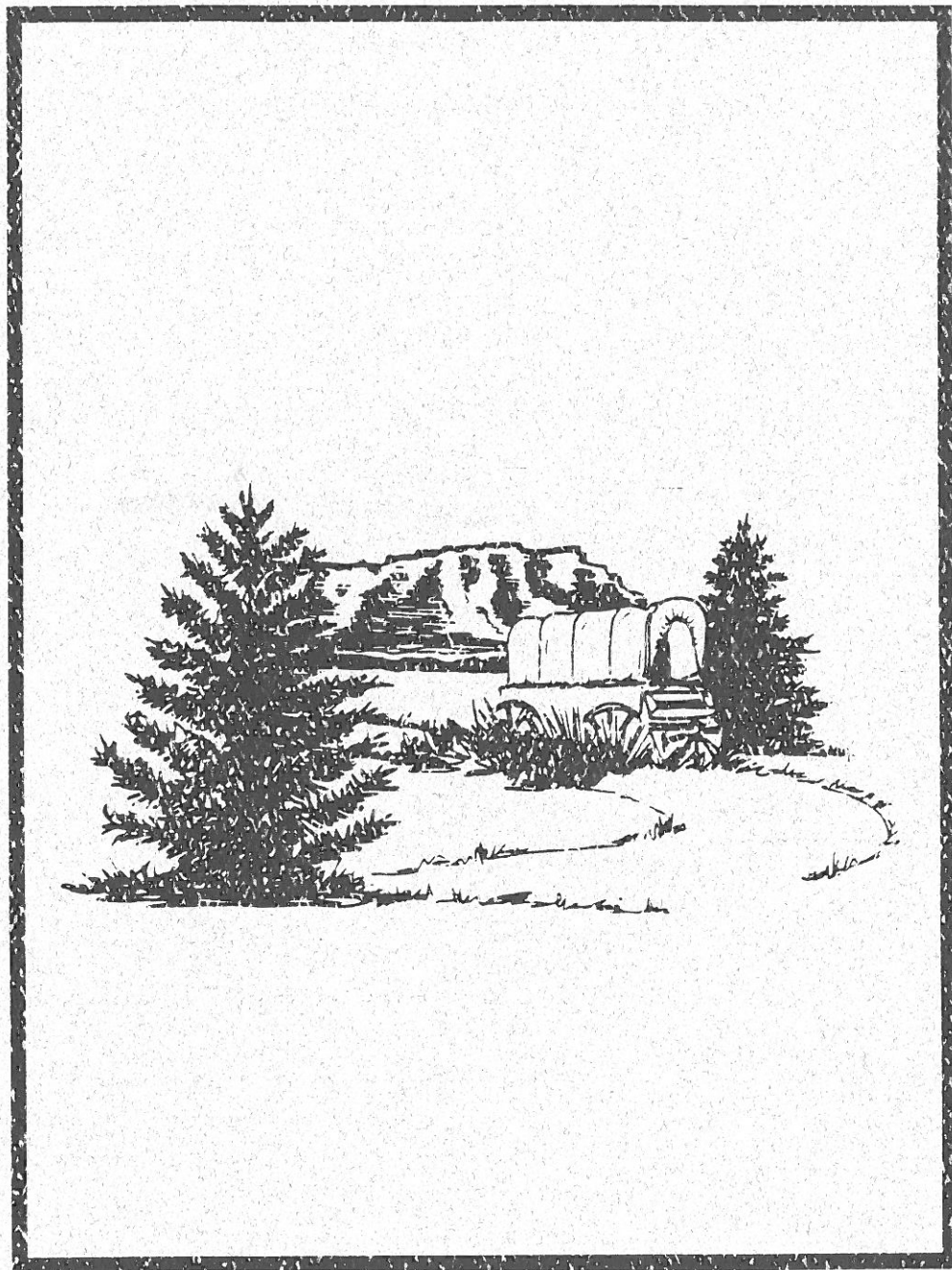


Visitor Services Project
Scotts Bluff
National Monument



Visitor Services Project Report 36
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project

Scotts Bluff

National Monument

Dwight L. Madison

Report 36

January 1991

Dwight Madison is the VSP Eastern Coordinator with the Cooperative Park Studies Unit, National Park Service, University of Idaho. I thank Jenny Aley of the VSP interview team and the staff at Scotts Bluff National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Services Project
Scotts Bluff
National Monument
Report Summary

- This report describes the results of a study of visitors to Scotts Bluff National Monument during July 29 to August 4, 1990. Four hundred ten questionnaires were distributed and 340 returned, an 83% response rate.
- The report profiles Scotts Bluff visitors. The separate appendix has their comments about the park and their visit. A summary of these comments is included in both this report and the appendix.
- Seventy-three percent of visitors were in family groups; often 71% of visitors were in groups of two to four people. Forty-two percent of visitors were 31 to 55 years old. Sixty-seven percent of visitors were on their first visit to Scotts Bluff National Monument.
- Visitors from foreign countries comprised 4% of the visitation to Scotts Bluff National Monument. Fifty-one percent of American visitors came from Nebraska, Illinois, California, and Kansas.
- Ninety-six percent of visitors stayed three hours or less in the park. Fifty percent of visitor groups visited the Summit Road, 43% visited the Summit Trail and 23% visited the Oregon Trail.
- Thirty-nine percent of visitors obtained information about the park from previous visits, 35% from maps and 34% from travel guide/tour books.
- Eighty-five percent of visitors used the museum exhibits and 55% used the park brochure. All interpretive/information services received high usefulness ratings.
- Ninety-four percent of visitors used the parking lot and 77% used the restrooms. All park facilities received high usefulness ratings.
- Fifty-six percent of the visitors reported that they would likely use the proposed three-mile nature trail connecting Scotts Bluff and the River Side Park Zoo on a future visit.
- Forty-four percent of the visitors reported that they would likely use the proposed shuttle system from the visitor center to the summit of Scotts Bluff and back on a future visit.
- Visitors made many more general comments about their visits to the park.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208)885-7129.

TABLE OF CONTENTS

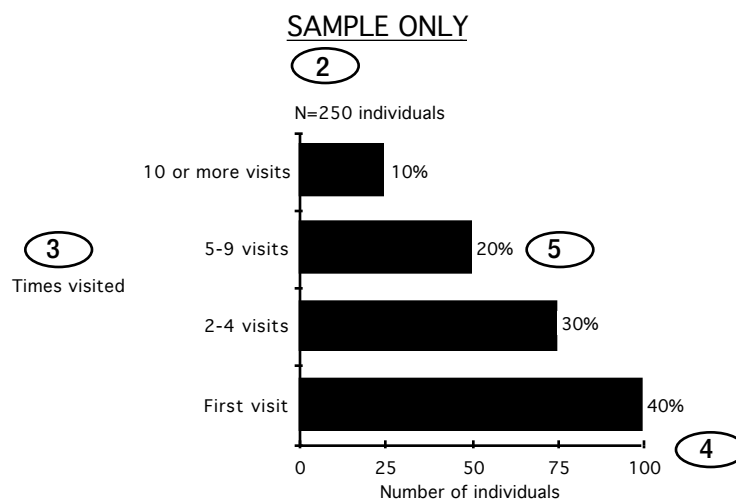
	Page
INTRODUCTION	1
METHODS	2
RESULTS	4
A. Visitors contacted	4
B. Characteristics	4
C. Length of stay	10
D. Locations	11
E. Information sources prior to visit	12
F. Interpretive/information service evaluation	13
G. Facilities evaluation	19
H. Nature trail use	23
I. Shuttle system use	24
J. Proposals for future planning	25
K. Visitor likes	28
L. Visitor dislikes	30
M. Comment summary	32
MENU FOR FURTHER ANALYSIS	34
Questionnaire	35

INTRODUCTION

This report describes the results of a Visitor Services Project (VSP) study undertaken at Scotts Bluff National Monument (referred to as "Scotts Bluff"). The study was conducted the week of July 29 to August 4, 1990, by the Cooperative Park Studies Unit of the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate Appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title is a general description of the information contained in the graph.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were administered and questionnaires distributed to a sample of selected visitors entering Scotts Bluff during July 29 to August 4, 1990. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design

The questionnaire design used the standard format used of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Sampling

Visitors were contacted at the entrance to the visitor center parking lot. Visitors entering the park were sampled by using selected intervals to contact entering vehicles or people.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took about two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This person was then requested to supply their name, address and telephone number so that a reminder-thank you postcard could later be mailed.

Data analysis

Two weeks after the survey, a postcard reminder was mailed to all participants. Four weeks after the survey, a special letter and a replacement questionnaire were mailed to those participants whose questionnaires had not yet been received. Questionnaires arriving within a ten week period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and on individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while information is shown in Figure 1 for 336 groups, Figure 5 has data for 1140 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 340 questionnaires were returned by visitors, Figure 1 shows data for only 336 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations which should be taken into account when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect the use patterns of visitors to the selected sites during the designated study period of July 29 to August 4, 1990. The results do not necessarily apply to visitors using other sites, or using Scotts Bluff during other times of the year or other than normal business hours.

3. Caution is advised when interpreting any data where the sample size is less than 30, as the results may be unreliable. Whenever data presented for a sample is smaller than 30, the word "**CAUTION**" is included in the title.

Special Conditions

During the study period construction took place in the park on the tunnels leading to the top of the summit and the parking lot. This caused delays to visitors that wished to drive to the top of the summit or may have discouraged some visitors from coming into the park because of the "equipment confusion" that faced them when they arrived.

RESULTS

A. Visitors contacted

A total of four hundred twenty-two visitor groups were contacted; 410 agreed to participate. Thus, the acceptance rate was 97%. Three hundred and forty visitor groups completed and returned their questionnaires, an 83% response rate.

Table 1 shows a comparison of information collected from both the total sample of visitors contacted and the final sample of visitors who returned their questionnaires. Non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent	422	43.8	410	45.3
Group size	422	3.7	410	3.8

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 37 people. Seventy-one percent of Scotts Bluff visitors came in groups of two to four people. Seventy-three percent of visitors came in family groups, as shown in Figure 2. Ninety-nine percent of the visitors were not on a bus tour as shown in Figure 3. This was due in part to the fact that buses were discouraged because of the inability and/or wait to get the busses to the summit during the construction period. Of those visitors on a bus tour, none were convention members as shown in Figure 4.

Figure 5 shows a wide range of age groups; the most common being adults aged 31-55 (42%). Sixty-seven percent of visitors were at Scotts Bluff for the first time, 22% percent had visited 2-4 times as seen in Figure 6.

Foreign visitors comprised 4% of all visitation. Map 1 and Table 2 show that most foreign visitors came from Canada, Germany, Japan and England. Map 2 and Table 3 show that most American visitors came from Nebraska (35%), Illinois (6%), California (5%) and Kansas (5%).

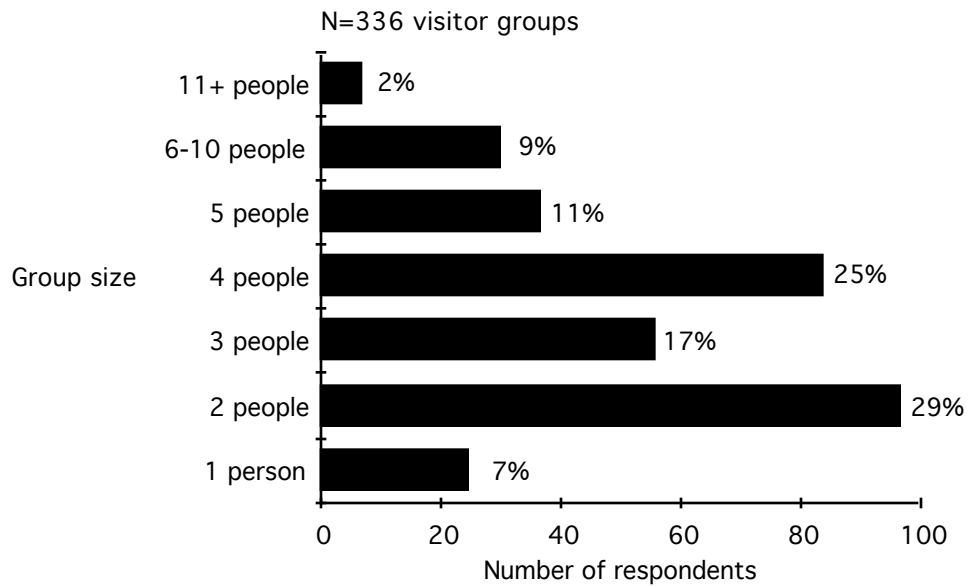


Figure 1: Visitor group sizes

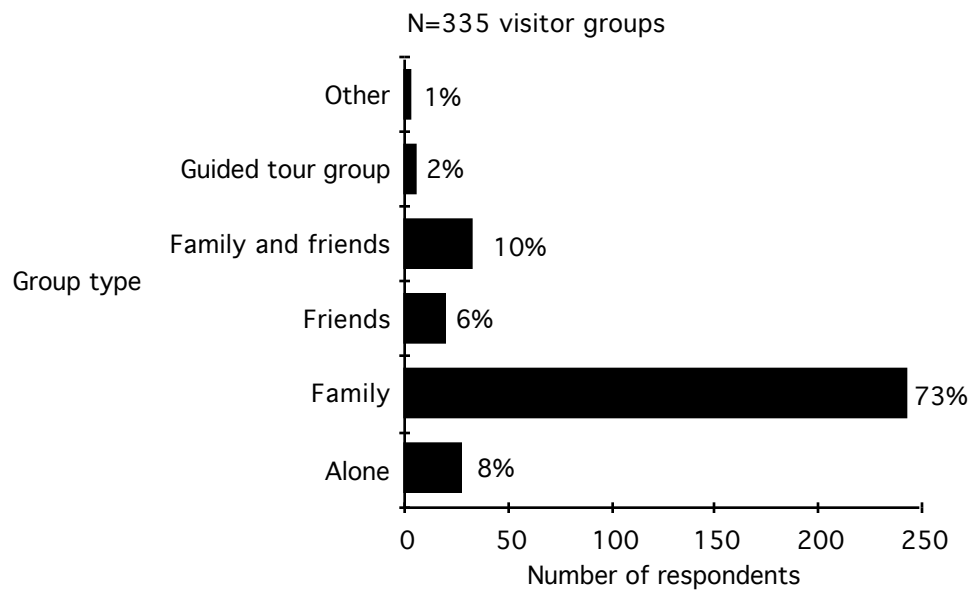


Figure 2: Visitor group types

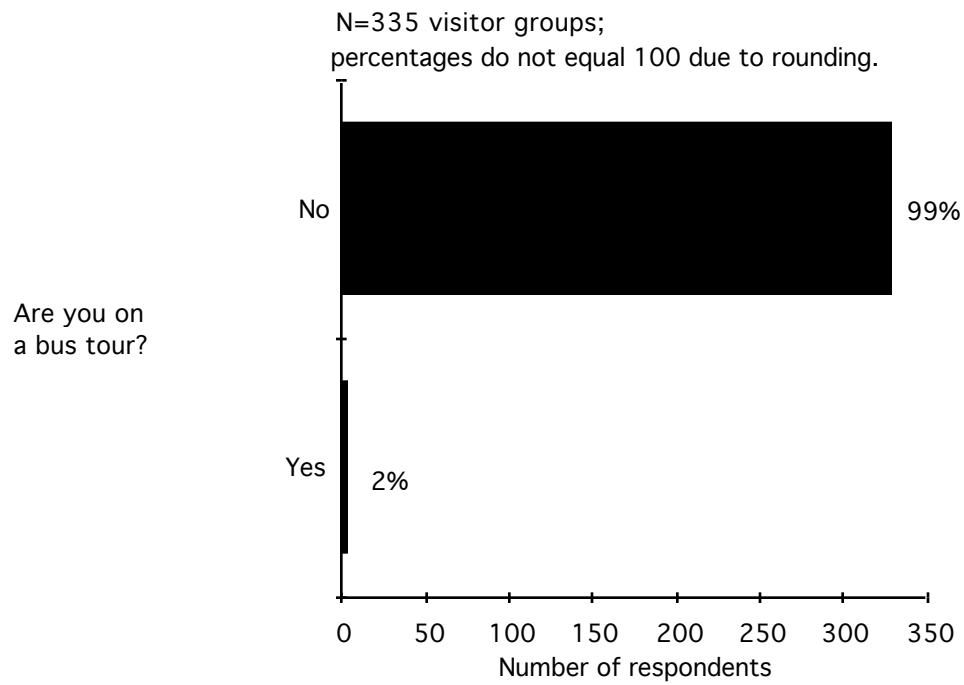


Figure 3: Bus tour member

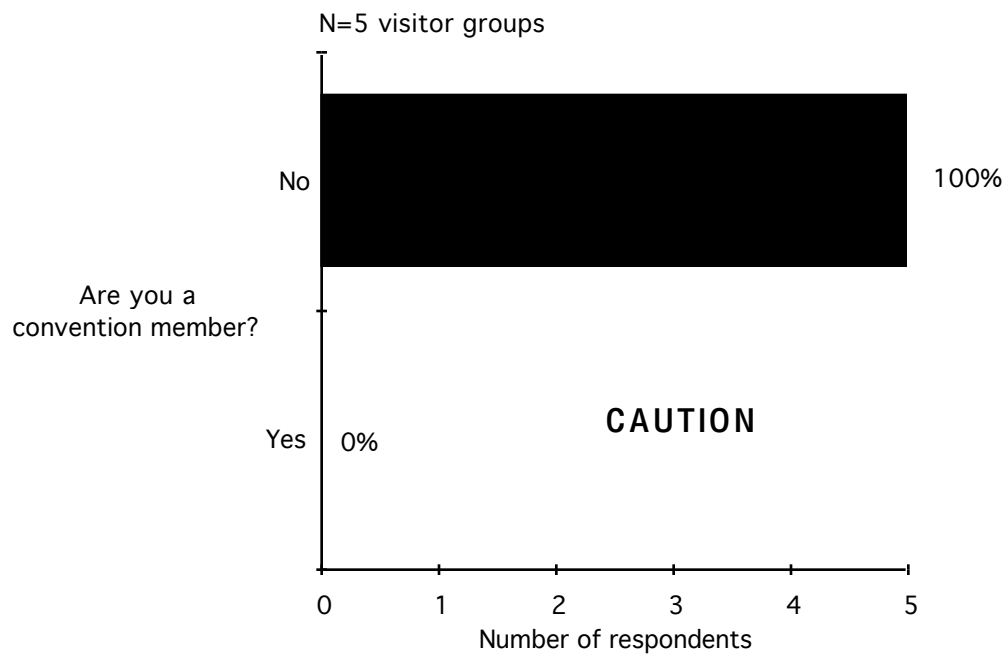


Figure 4: Convention member

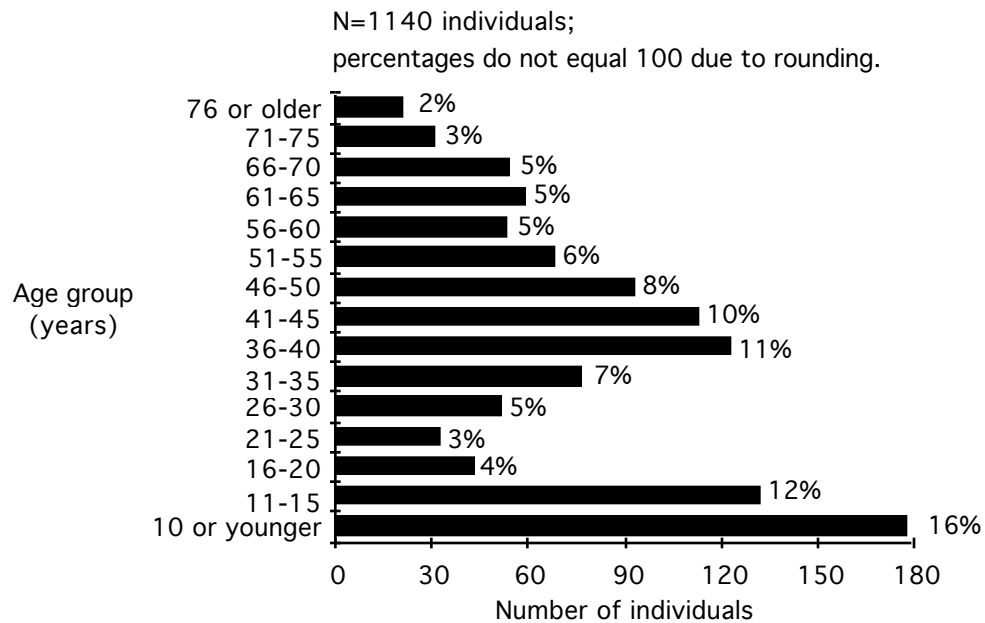


Figure 5: Visitor ages

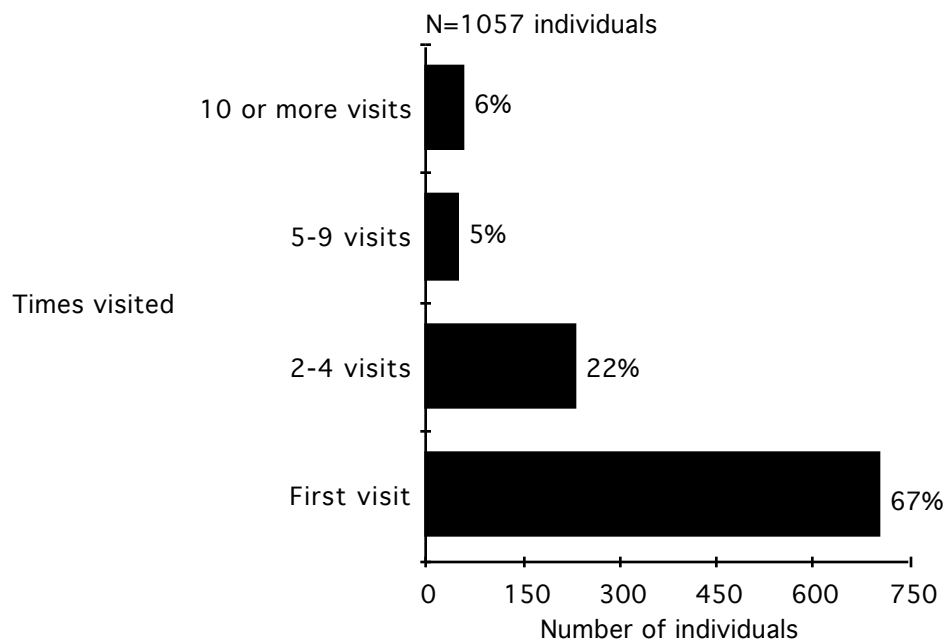
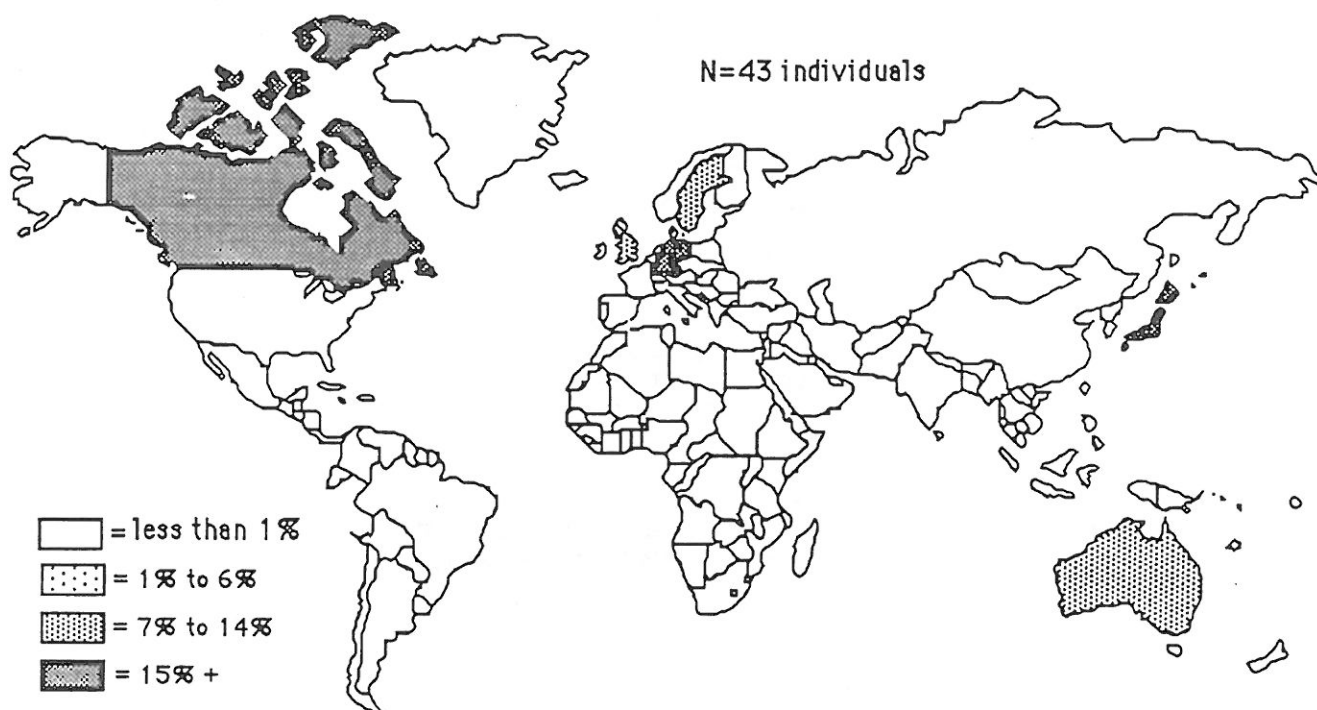


Figure 6: Number of visits

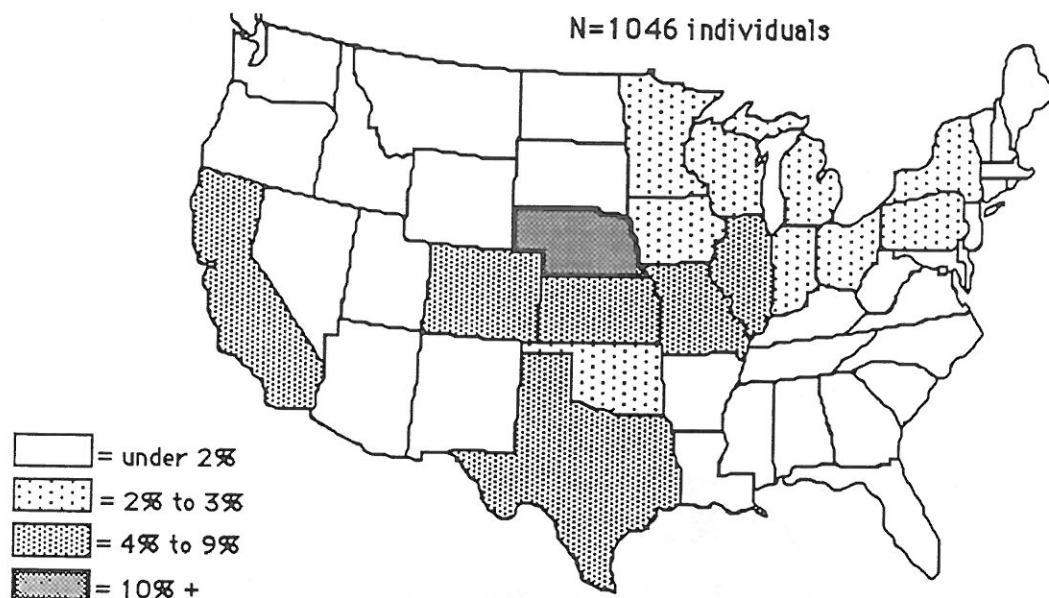


Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=43 individuals from foreign countries;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
Canada	10	23
Germany	9	21
Japan	8	19
England	6	14
Australia	3	7
Sweden	3	7
Denmark	2	5
Scotland	2	5



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1046 individuals

State	Number of individuals	% of visitors
Nebraska	370	35
Illinois	62	6
California	53	5
Kansas	48	5
Colorado	46	4
Missouri	42	4
Texas	45	4
Indiana	27	3
Oklahoma	25	2
Iowa	24	2
Minnesota	24	2
Pennsylvania	23	2
Ohio	21	2
New York	18	2
Wisconsin	18	2
Michigan	16	2
Others states (34)	184	18

C. Length of stay

Figure 7 shows that 96% of visitor groups stayed three hours or less at Scotts Bluff.

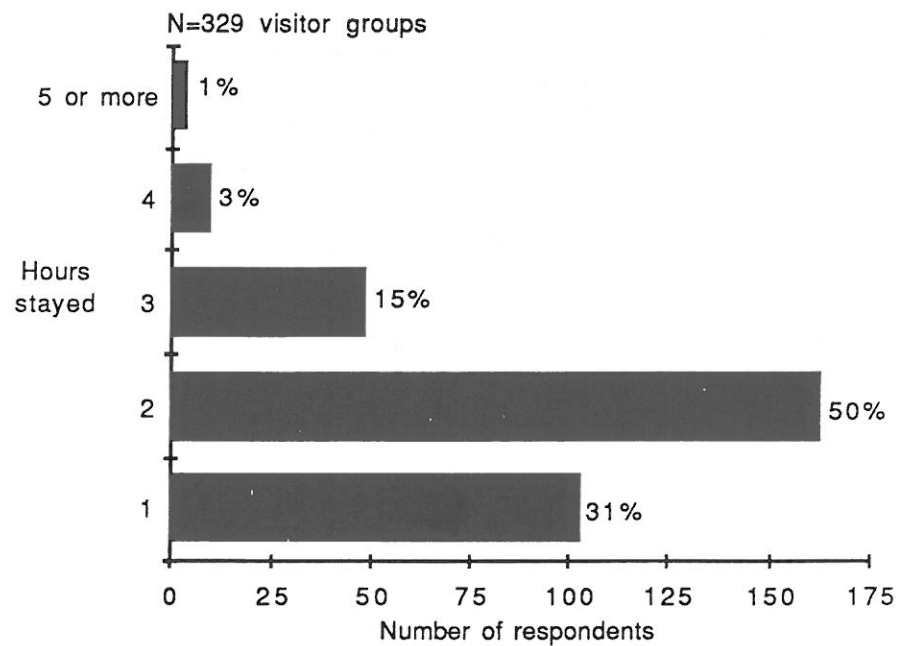
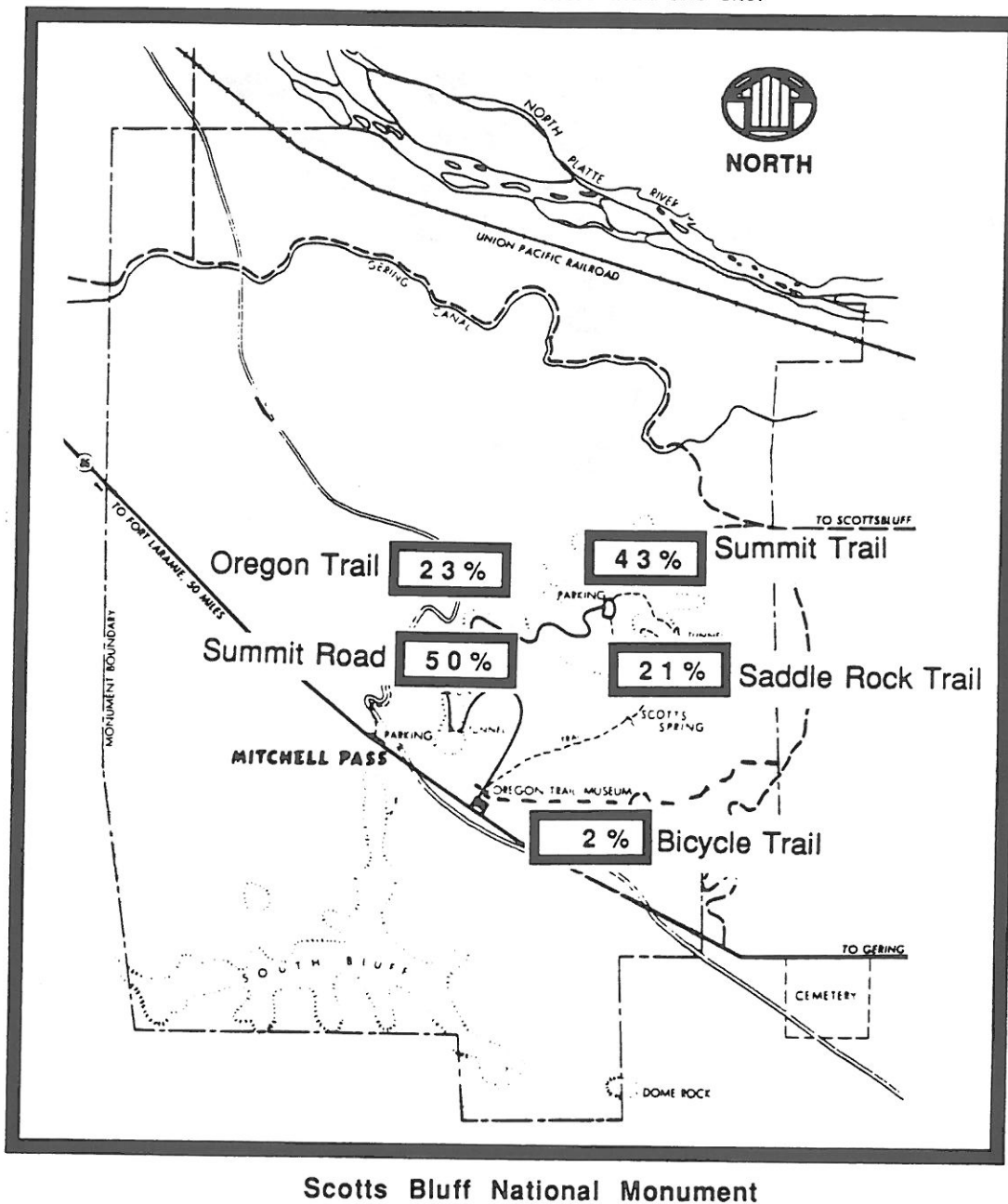


Figure 7: Number of hours visitors spent at Scotts Bluff

D. Locations

Map 3 shows the proportion of visitor groups that visited selected sites in Scotts Bluff. Fifty percent of visitor groups visited the Summit Road, 43% visited the Summit Trail and 23% visited the Oregon Trail.

N=340 visitor groups;
percentages do not equal 100 because
visitors could visit more than one site.



Map 3: Proportion of visitor groups that visited each site

E. Information sources prior to visit

The survey asked visitors how they obtained information about Scotts Bluff prior to their visit. Thirty-nine percent of the visitor groups obtained their information from previous visit(s), while 35% received information from maps, and 34% from a travel guide/tour book.

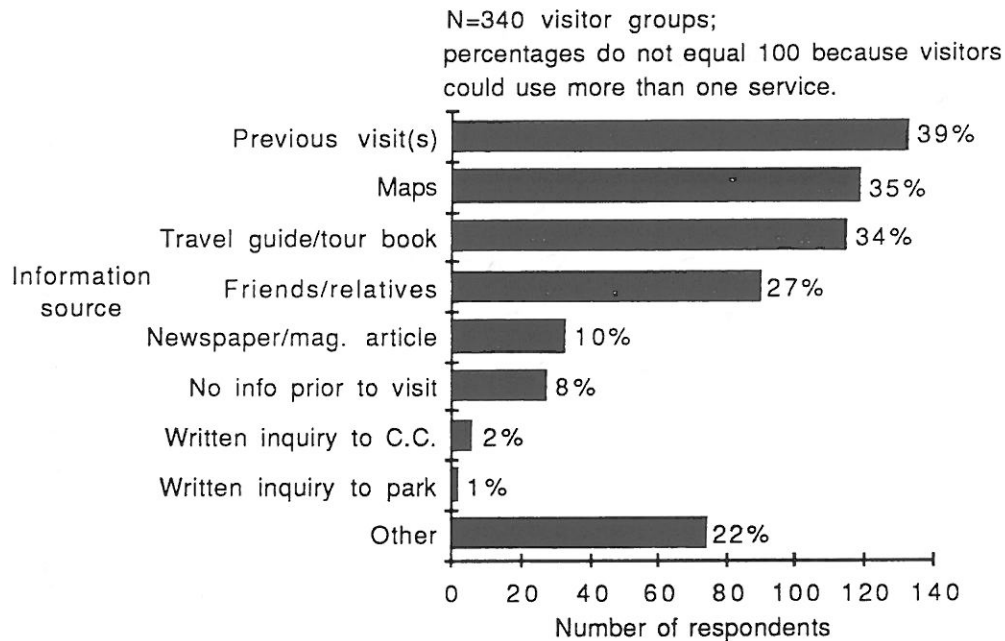


Figure 8: Information sources prior to visit

F. Interpretive/information services evaluation

Figure 9 shows that 85% of visitor groups used the museum exhibits, 55% used the park brochure and 52% used the slide program. "Other" sources of information were identified as history books, and the state information centers on Interstate 80.

Visitors rated the usefulness of each service. Figures 10-19 show that visitors commonly rated several services from "very" to "extremely useful:" surrounding area information (77%), accessibility handout (77%), wayside exhibits (76%). The service rated lowest, from "somewhat" to "not useful," was the living history demonstration (17%).

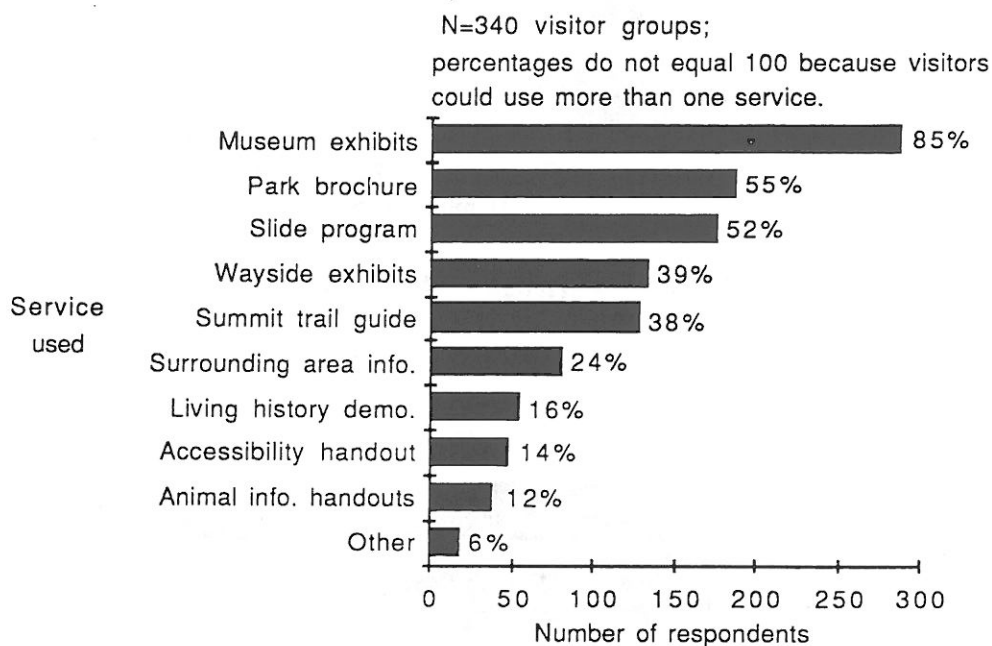


Figure 9: Proportion of visitors that used each information and interpretive service

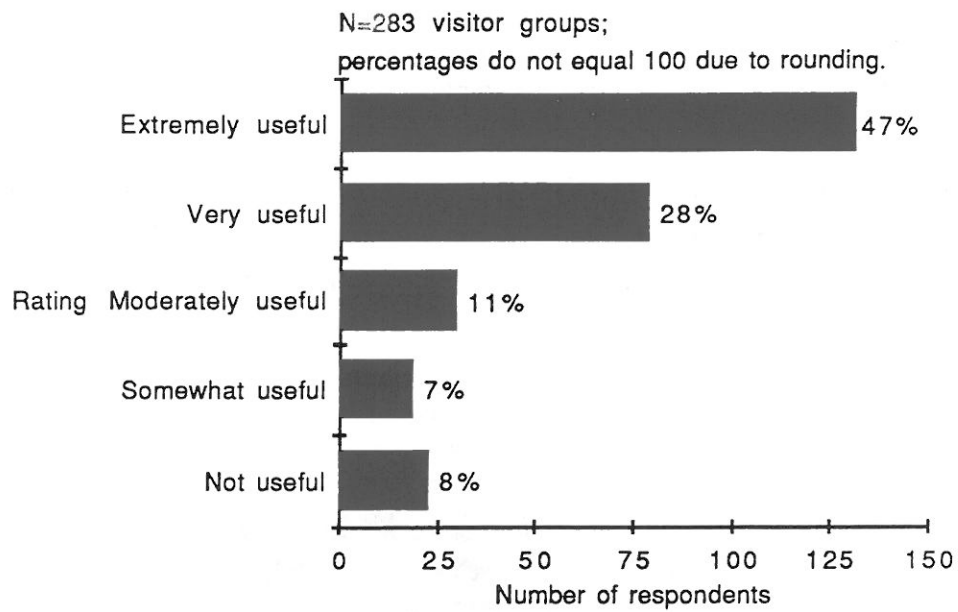


Figure 10: Visitor ratings of museum exhibits

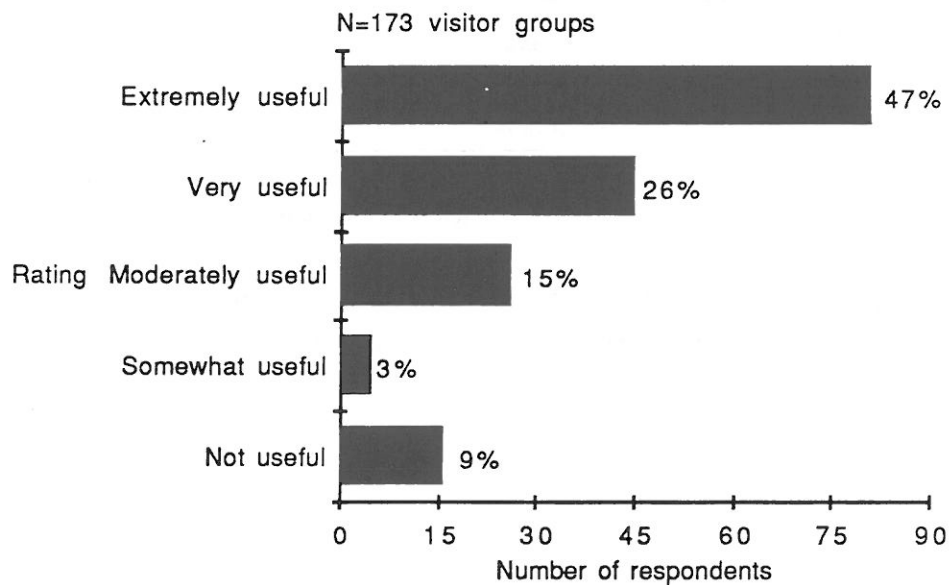


Figure 11: Visitor ratings of slide program

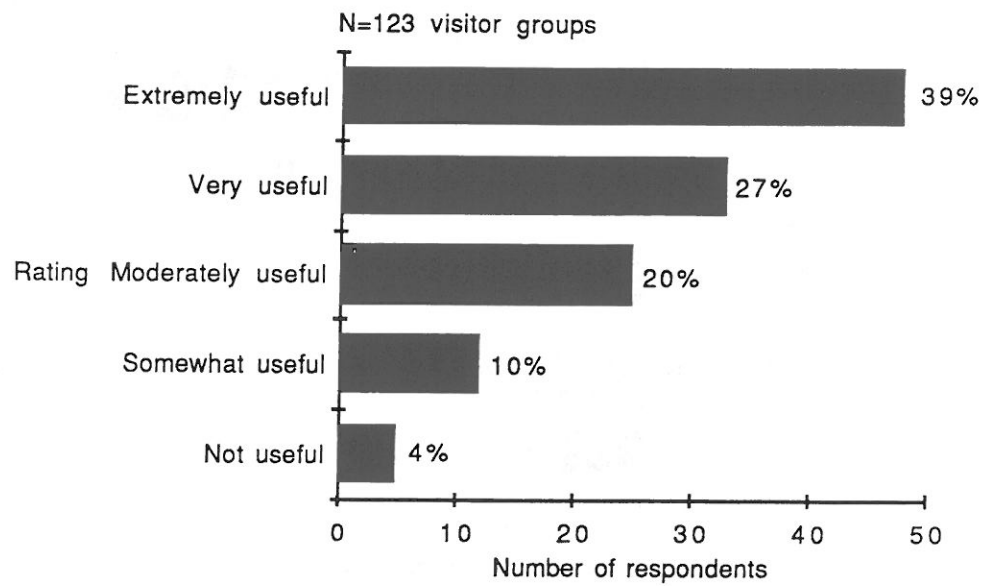


Figure 12: Visitor ratings of summit trail guide

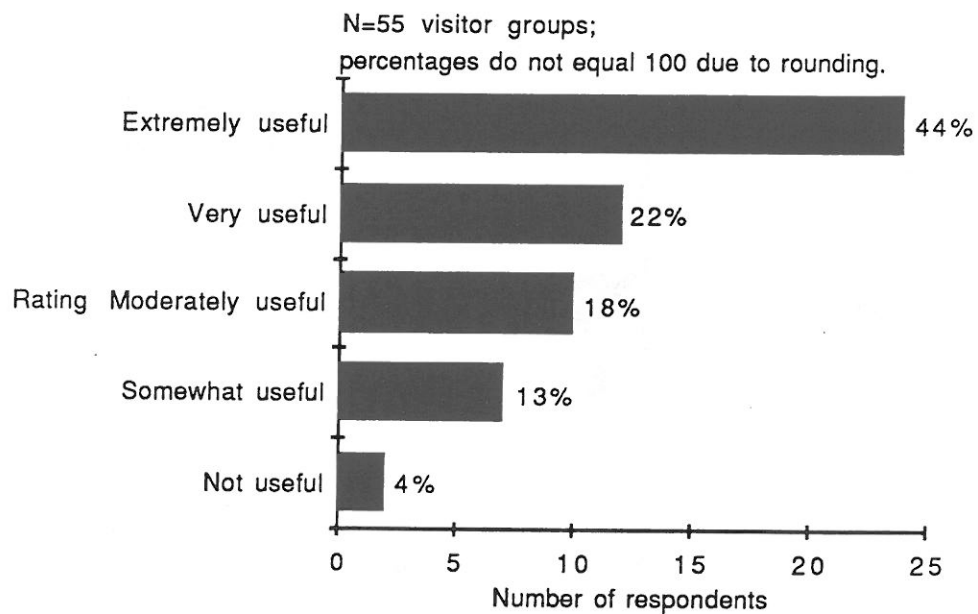


Figure 13: Visitor ratings of living history demonstration

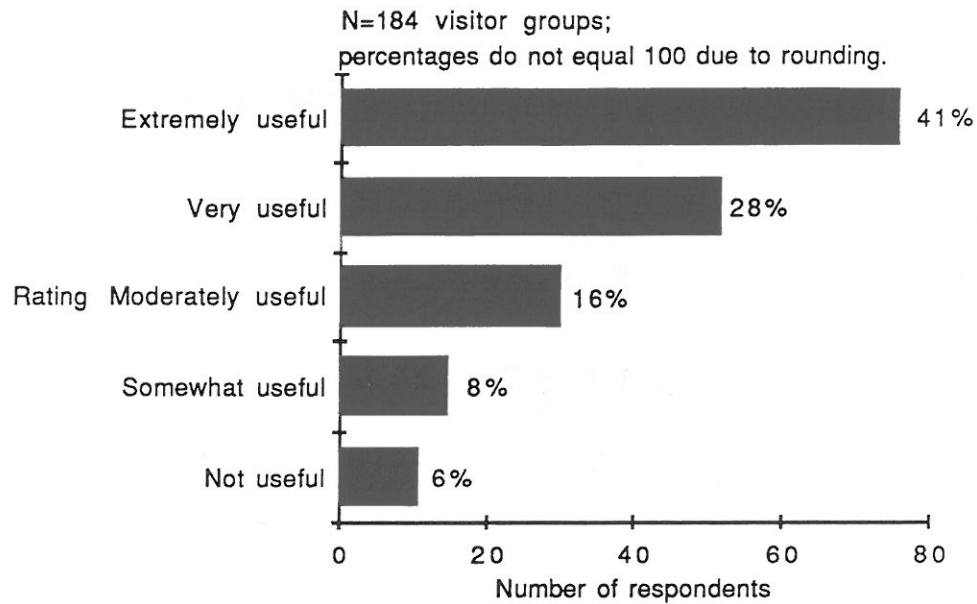


Figure 14: Visitor ratings of park brochure

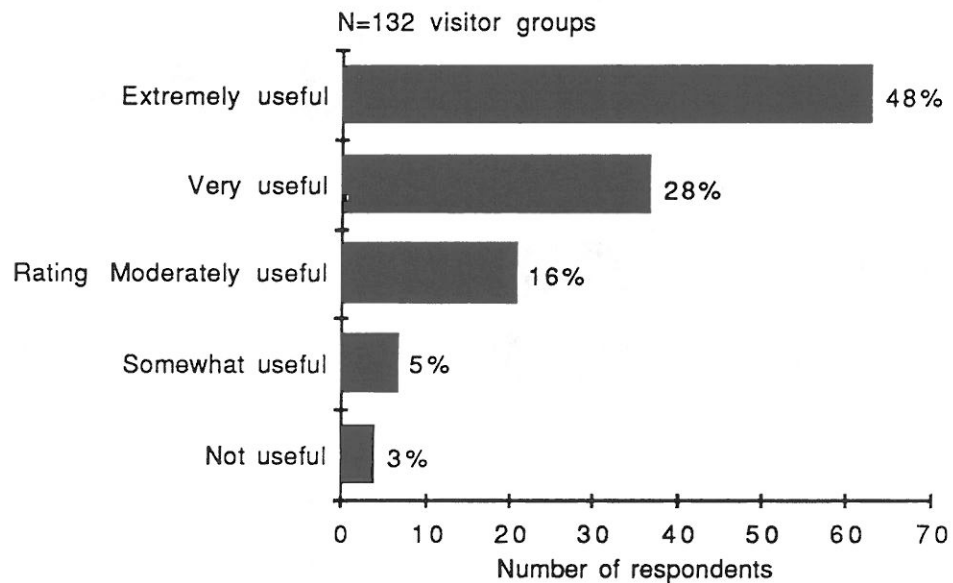


Figure 15: Visitor ratings of wayside exhibits

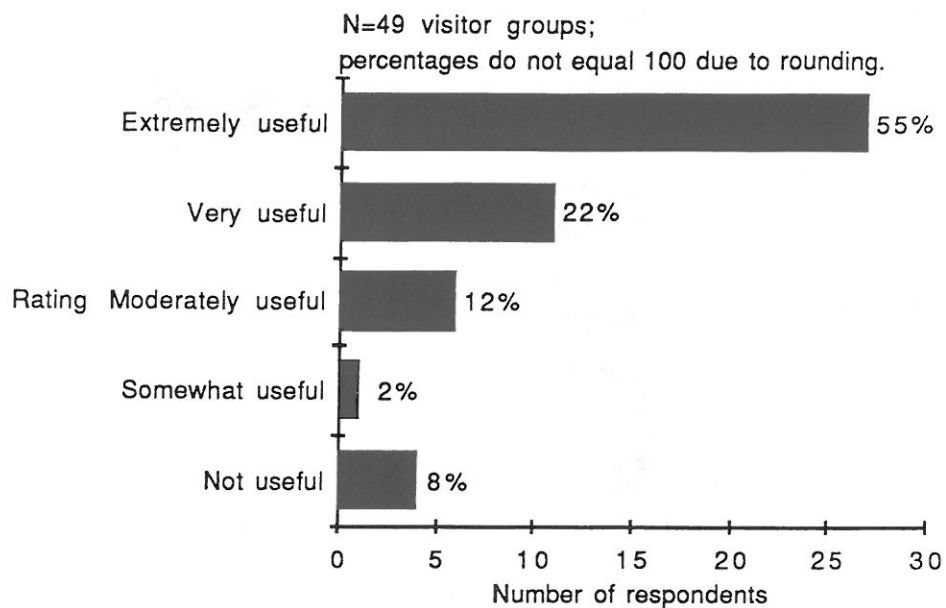


Figure 16: Visitor ratings of accessibility handout

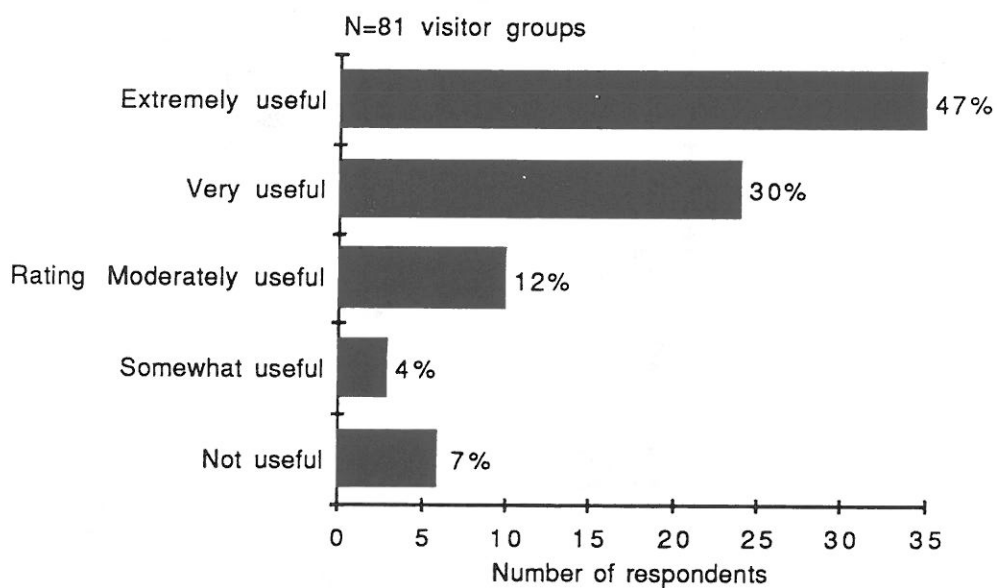


Figure 17: Visitor ratings of surrounding area information

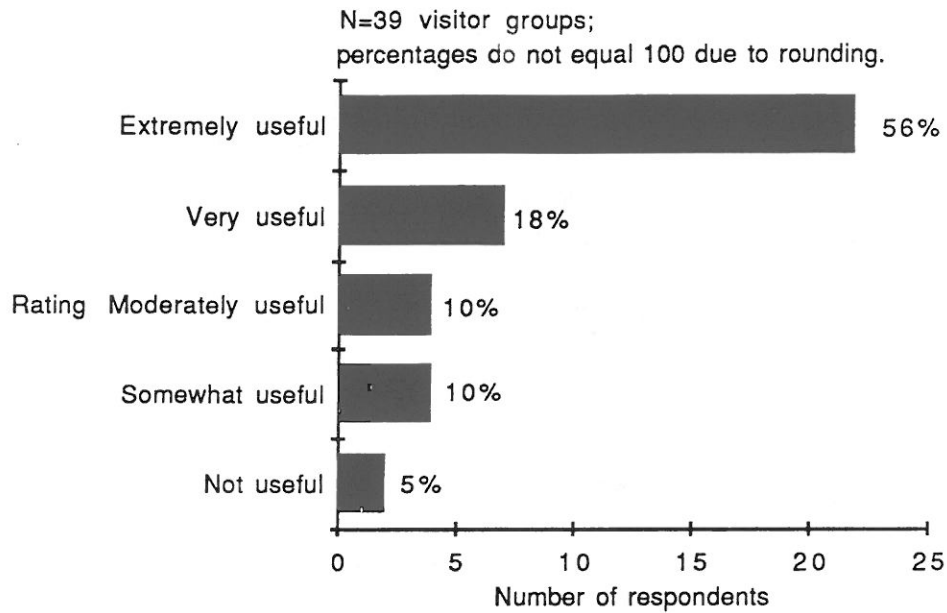


Figure 18: Visitor ratings of animal information handouts

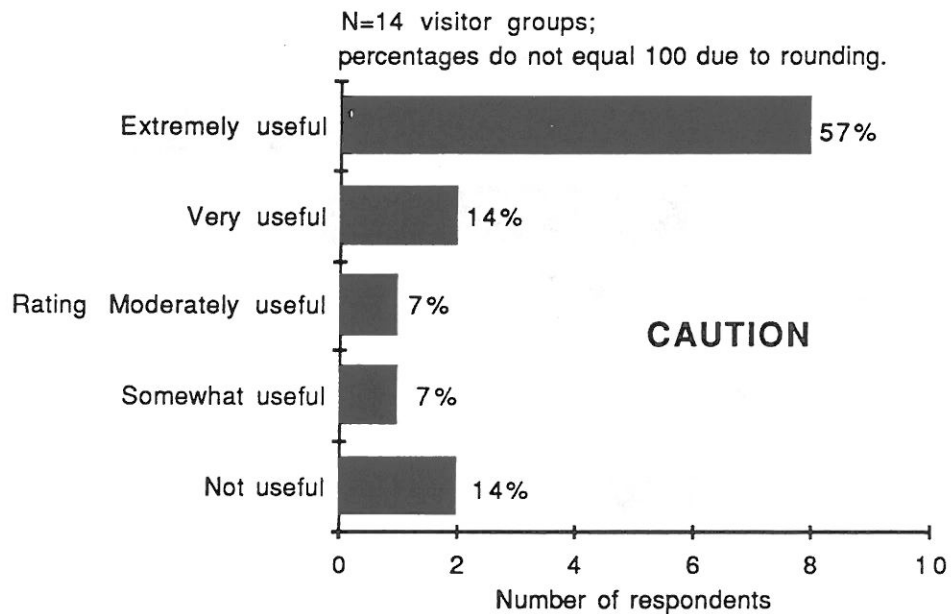


Figure 19: Visitor ratings of other sources of information

G. Facilities evaluation

Figure 20 shows that 94% of visitor groups used the parking lot, 77% used the restrooms and 75% used the Summit Road.

Visitors rated the quality of each facility. Figures 21-26 show that visitors rated several facilities from "very good" to "good:" parking lot (83%), trails (82%), and Summit Road (73%). The facility that rated the lowest, from "poor" to "very poor" were the restrooms (15%).

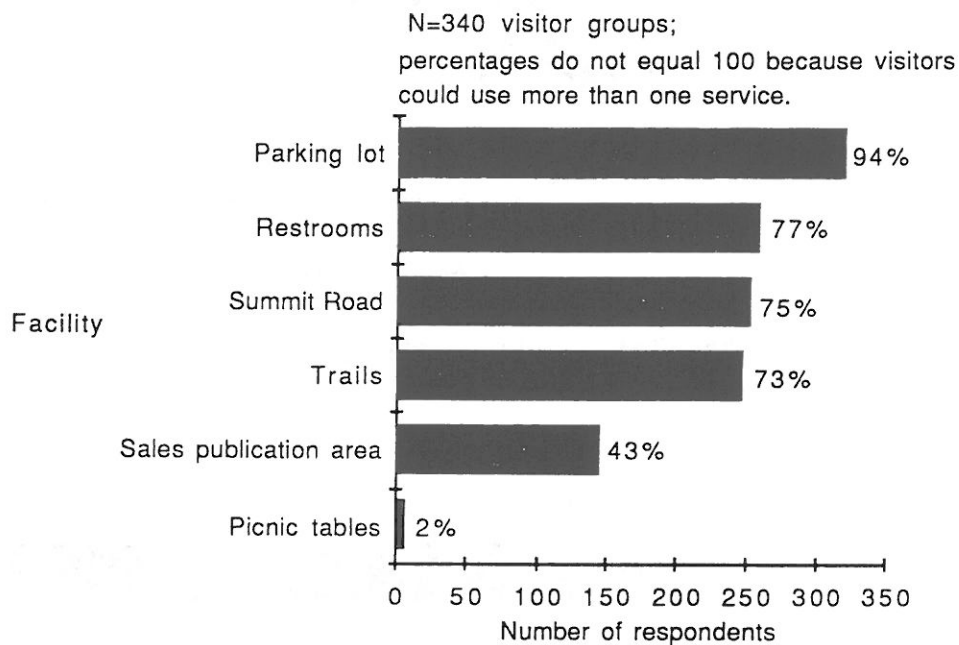


Figure 20: Proportion of visitors that used each facility

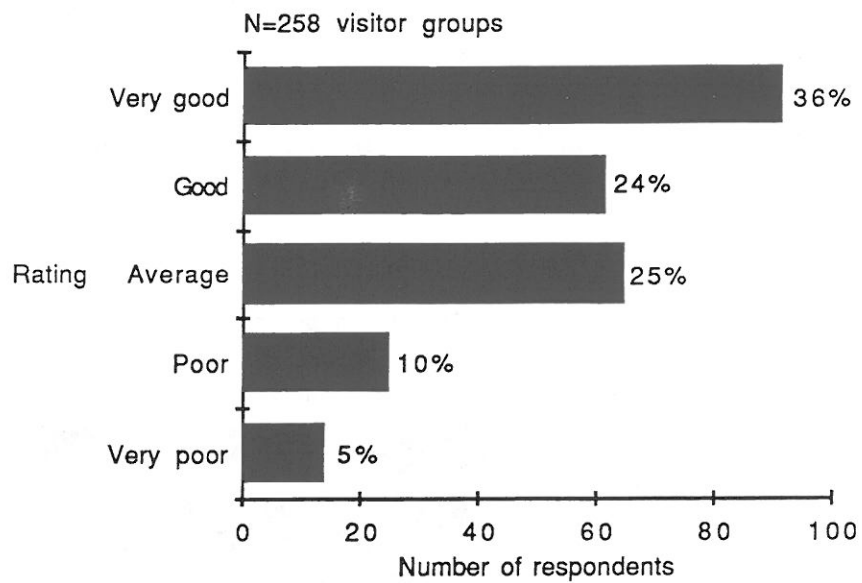


Figure 21: Visitor ratings of restrooms

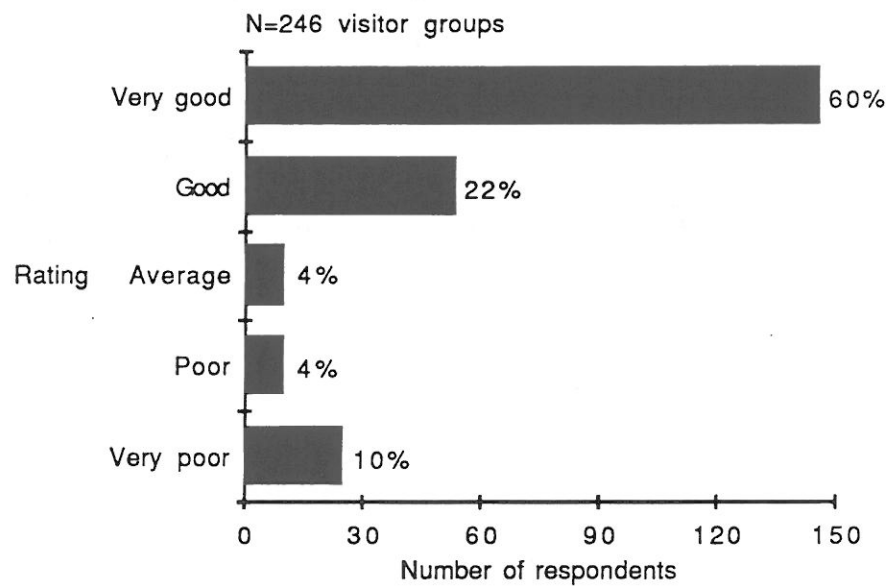


Figure 22: Visitor ratings of trails

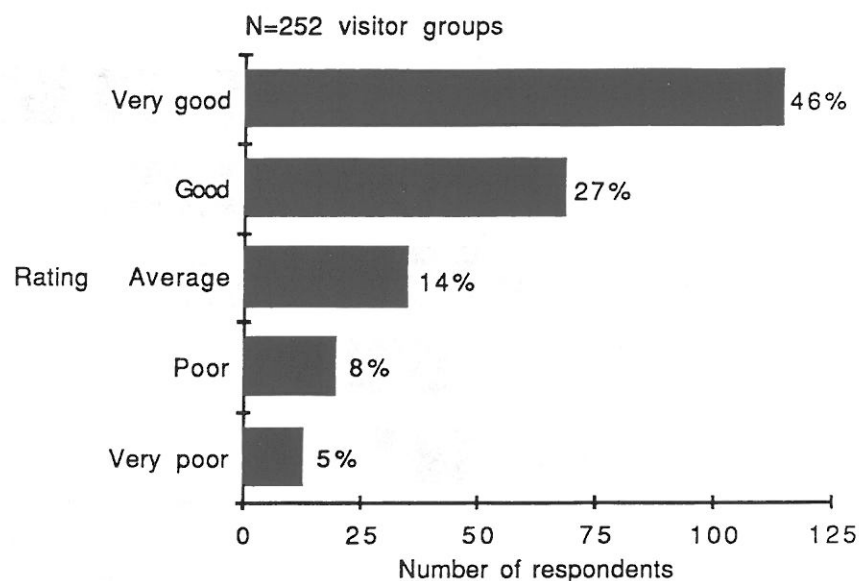


Figure 23: Visitor ratings of summit road

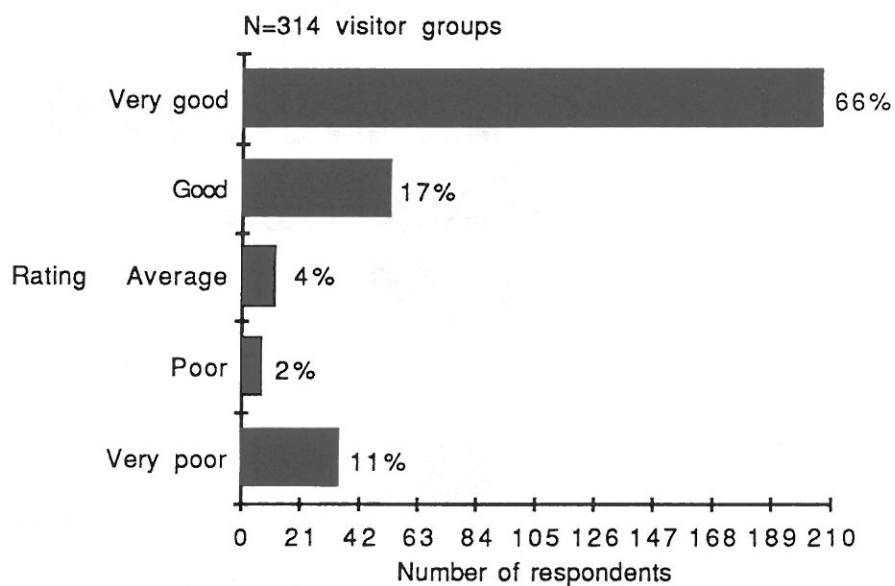


Figure 24: Visitor ratings of parking lot

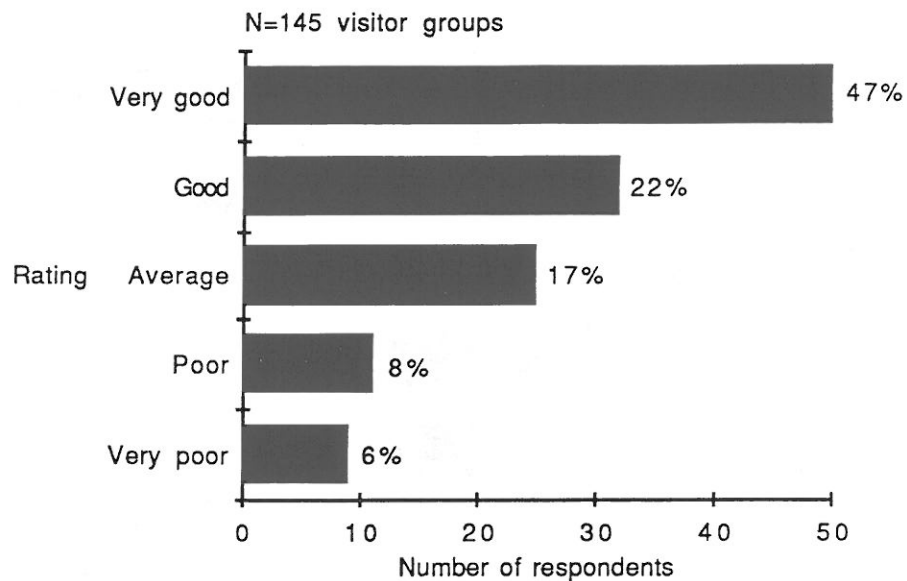


Figure 25: Visitor ratings of sales publication area

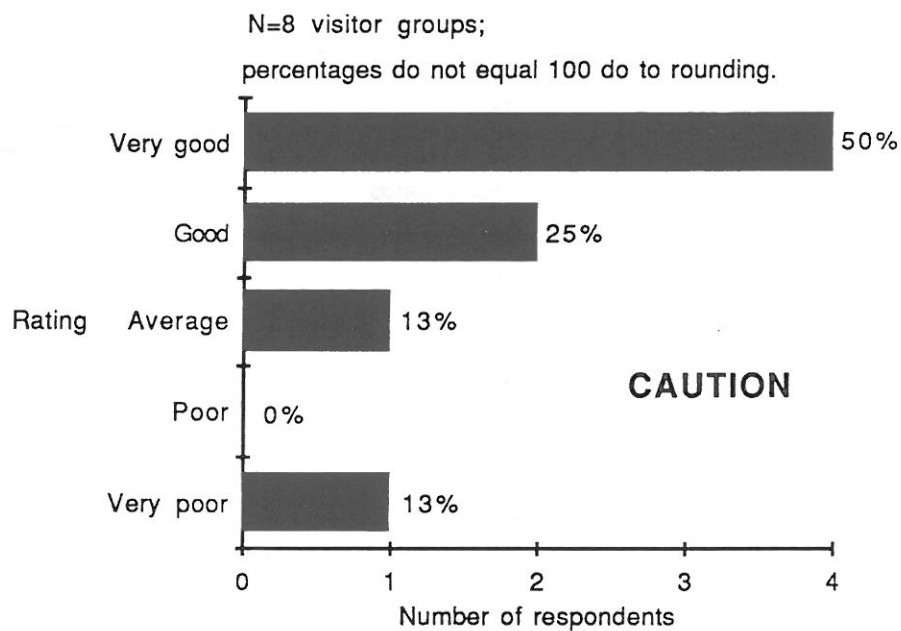


Figure 26: Visitor ratings of picnic tables

H. Nature trail use

The survey informed visitors that the park is considering a three-mile river nature trail connecting Scotts Bluff National Monument and the River Side Park Zoo. They were asked if they would use such a trail on a future visit. Figure 27 shows that 56% said yes, 23% said no and 20% said they didn't know.

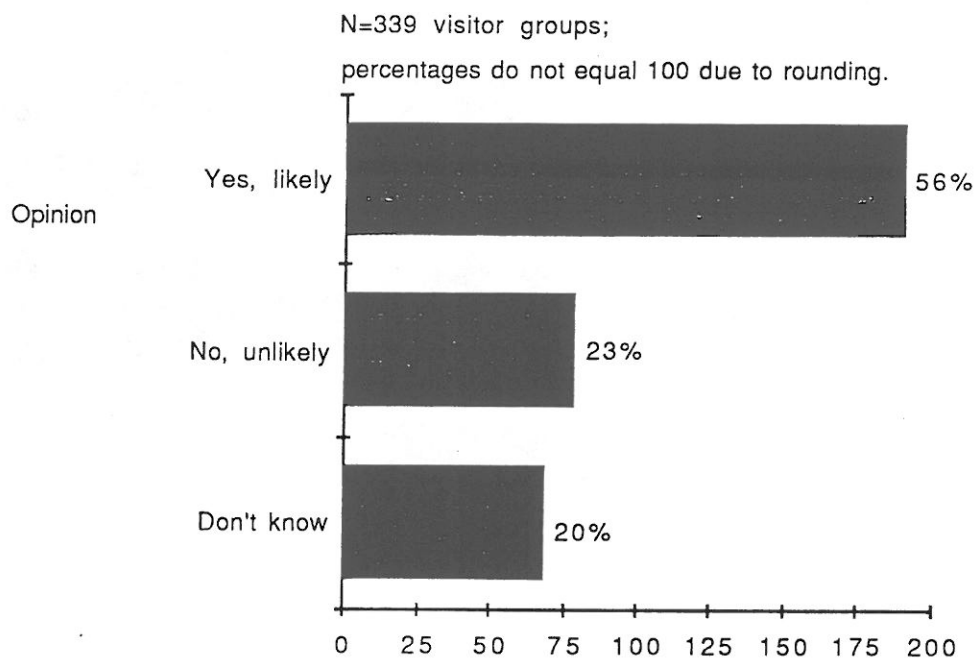


Figure 27: Visitor use of proposed nature trail

I. Shuttle system use

Visitors were asked on a future visit to Scotts Bluff National Monument if they would pay a modest fee to use a shuttle system from the visitor center to the summit of Scotts Bluff and back. Figure 28 shows that 44% said yes, 41% said no and 15% said they didn't know.

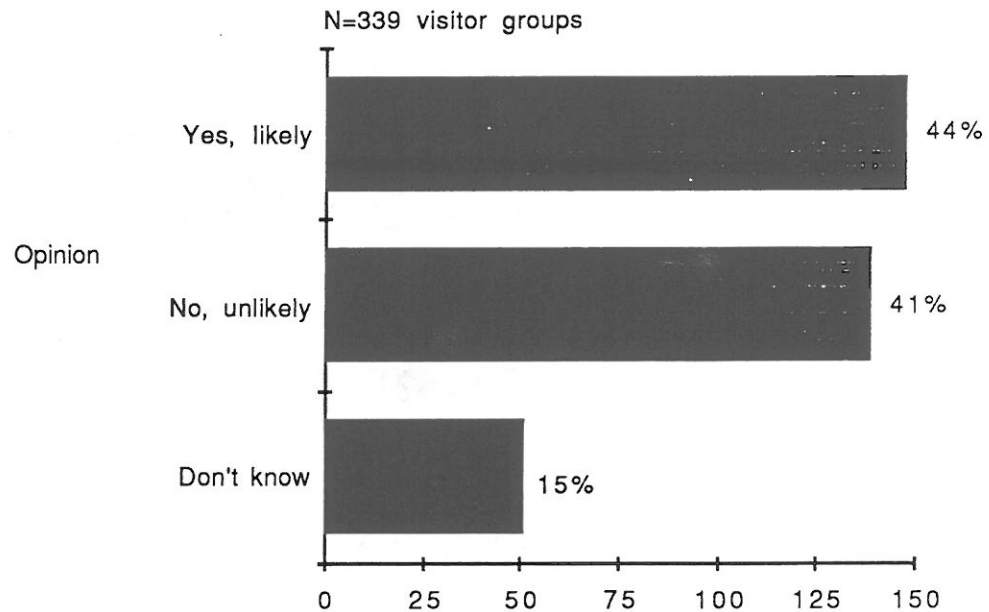


Figure 28: Visitor use of proposed shuttle system

J. Proposals for future planning

Visitors were asked, "If you were planning for the future management of Scotts Bluff National Monument, what would you propose?" A summary of their comments appear below and in the appendix.

N=379 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Teach staff to be courteous/unobtrusive	2
---	---

INTERPRETIVE SERVICES

Nonpersonal

Make wagon ruts more visible to public	8
Add more outside exhibits showing vegetation of area	7
Enlarge museum	6
Add more geological exhibits outside	6
Add more outside exhibits showing area wildlife	5
Add outside exhibits that show area as pioneers saw it	4
Build a separate room for slide program	4
Change slide program to a movie	3
Add more exhibits to museum	3
Hand out park brochure at entrance station	2
Provide more outside exhibits about Oregon Trail	2
Put less text on exhibits	2
Provide more outside exhibits about Scotts Bluff	2
Rebuild Fort Mitchell as a living history site	2
Provide pictorial plant guide of area	2
Summit Trail needs plant labels	2
Place exhibit on summit explaining trails in distance	2
Put more exhibits on Saddle Rock trail	2
Keep museum as it is	2
Add a variety of slide programs	2
Add more exhibits to trails	2
Other comments	31

Personal

Offer more guided tours of area	4
Build hands-on children exhibits	4
Provide wagon rides for the children	4
Put staff on summit to answer questions	4
Provide more living history demonstrations	4
Add living history home industries demonstrations	3

Offer guided tours of Saddle Back Trail	3
Provide horse rides for children	2
Add more interpreters on staff to explain events	2
Add telescopes on summit to view distant formations	2
Other comments	4

FACILITIES AND MAINTENANCE

General

Add a campground to the area	10
Provide more picnic areas	7
Put water fountains on summit	7
Add an RV campground to the area	4
Build restrooms on summit	4
Provide cleaner restrooms	4
Provide for a shaded picnic area	3
Provide more RV parking	3
Build larger restrooms	2
Make picnic area more visible	2
Place more trash cans in parking lot	2
Place more guard rails on summit	2
Build restrooms inside museum area	2
Other comments	6

Roads & Trails

Build more hiking trails	10
Mark Oregon Trail better	7
Place guard rails on Saddle Rock trail	6
Build a bike trail to the summit	5
Make hiking trails wider	4
Place more benches on trails	3
Build a bike trail to Dome Rock	2
Build a trail along the Platte River	2
Summit Trail signs should warn of strenuous hike	2
Build a trail to the zoo	2
Other comments	18

POLICIES

Post signs telling hikers to stay on trail	4
Other comments	8

Resource Management

Keep as undeveloped as possible	6
Do away with rattlesnake threat	4
Add landscaping to the front of museum	3
Grow more grass	3
Other comments	4

Shuttle System

Provide a shuttle system to the summit	12
Provide a shuttle to different trails	3
Other comments	4

CONCESSIONS

Build a restaurant in the area	6
Build a summit restaurant	5
Gift shop needs its own room	4
Provide better lighting in sales area	3
Place coin operated telescopes on summit	3
Provide a wider selection of souvenirs	2
Other comments	11

GENERAL IMPRESSIONS

Keep it as is	24
Advertise monument better	7
Place better directional signs in area to monument	4
Other comments	1

K. Visitor likes

Visitors specified what they liked most about their visit to Scotts Bluff. Visitors especially liked the scenic beauty of the park, the view from the summit, and the history of the area.

Visitor likes

N=608 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL**National Park Service**

Park staff friendly and helpful	26
Friendly and helpful rangers	11
Informative guide	1

INTERPRETIVE SERVICES

History of area	40
Museum	36
Slide show	32
Exhibits	28
Oregon Trail ruts	17
Covered wagons	17
Living history demonstration	13
Information posted along trails	7
Exhibits on top of summit	6
Geologic history of area	5
Visitor center	4
Paleontology exhibits	3
Dioramas	2
Exhibits about westward expansion	2
Drawings & paintings by William Henry Jackson	2
Mormon cart exhibit	2
Other comments	3

FACILITIES AND MAINTENANCE**General**

Well maintained grounds and buildings	14
Air-conditioned visitor center	2

Roads and Trails

Trail between summit and museum	30
Trails	27
Trails on top of summit	17
Trails well maintained	7
Accessibility of trails	7
Wildlife along trails	6
Road tunnels	4
Improvements to summit road	4
Other comments	2

CONCESSIONS

Book shop	4
Good book selection	4

GENERAL IMPRESSIONS

Beautiful views/scenery	73
View from summit	63
Drive leading to the top of the summit	24
Everything	15
Natural setting	9
Hiking through tunnels	8
Peace and quiet	7
Scenic overlooks	4
Free admission	3
Lack of crowds	3
Beautiful day	3
Other comments	11

L. Visitor dislikes

Visitors specified what they disliked most about their visit to Scotts Bluff. They especially disliked the road to the summit being under construction, the restrooms not being cleaned, and rattlesnakes.

Visitor dislikes

N=276 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

INTERPRETIVE SERVICES

Could not find Oregon Trail ruts	7
Better directional signs needed from town	6
Slide show needs improvement	5
Did not receive a park brochure	3
Lack of directional/information signs on summit	2
Lack of paleontology exhibits	2
Other comments	16

FACILITIES AND MAINTENANCE**General**

Lack of water fountains on summit	4
Lack of shade on top of summit	3
Other comments	2

Roads and Trails

Road to top of summit under construction	29
Trails and summit needs guard rails	3
Lack of benches on trails	3
Construction delays on summit road	2
Summit closed due to construction	2
Trails not accessible to handicapped	2
Trails too narrow	2
Tunnels not lighted	2
Road to summit too twisting	2
Other comments	10

Buildings and utilities

Restrooms dirty	18
Museum needs landscaping	2
Lack of restrooms on summit	2
Lack of benches outside museum	2
Other comments	2

Campgrounds and Picnic Areas

Lack of picnic tables	4
Other comments	2

Policy

Vehicle not allowed on summit due to size	4
Monument closed too early in summer	2
Visitors did not stay on trails	2
Visitors vandalizing bluffs	2
Other comment	1

RESOURCE MANAGEMENT

Rattlesnakes	10
Heat	7
Rain	4
Encroaching development	2
Other comments	12

CONCESSIONS

Town needs more/better hotels	3
Sales area should be expanded	2
Lack of snack bar	2
Other comments	3

GENERAL IMPRESSIONS

Nothing, liked everything	51
Did not have enough time to visit	16
Fear of child falling off summit	2
The long walk	2
No way to retrieve car from summit if family walks down	2
Other comments	9

M. Comment summary - Introduction

The appendix of this report contains unedited visitors comments. A summary of these comments appears below, and is included in the appendix. Some comments offer specific suggestions regarding what visitors feel is necessary for the park's survival, others reflect perceived needs for policies, programs, services and facilities toward the improvement of visitor experiences. A wide variety of topics are mentioned, including natural features, personnel, maintenance and regulations.

Visitor comment summary

N=329 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Park staff helpful and friendly	21
Rangers friendly/helpful	7
Other comments	4
INTERPRETIVE SERVICES	
Enjoy history of the area	17
Enjoyed museum	8
Could not find wagon wheel ruts on Oregon Trail	6
Need brochure about area vegetation	4
Develop a wildlife exhibit	2
Museum needs more active exhibit	2
Other comments	28
FACILITIES AND MAINTENANCE	
General	
Clean, well maintained park	9
Like park improvements	7
Other comments	3
Roads and Trails	
Trails need more information signs	2
More directional signs to monument needed in town	2
Other comments	9
Campgrounds and Picnic Areas	
Monument needs a campground	5
Other comments	2

Shuttle System

Build a shuttle system to the summit	5
Other comments	2

CONCESSIONS

Book selection is good	3
Other comments	3

NATIONAL PARK SERVICE

Scotts Bluff was one of several national parks visited	7
Develop Chimney Rock area more	2
Other comments	7

GENERAL IMPRESSIONS

Enjoyed visit	62
Not enough time	18
Will return	14
Park is interesting	12
Keep up the good work	8
Beautiful scenery	8
Monument well managed	6
Keep monument as is	4
This part of Nebraska is beautiful	4
Will recommend to family and friends	3
Rain hampered visit	2
Monument good use of tax dollars	2
Other comments	21

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps in order to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which information services a particular age group consulted, request a comparison of information services by age group; if knowledge about how the use of information services varied among group types is required, request a comparison of information services by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge is desired about participation in activities by different group types, and sizes, request a comparison of visitor activities by group type by group size; if knowledge about which activities different age groups by group size participated in is needed, request a comparison of visitor activities by age group by group size.

Consult the complete list of the characteristics for which information was collected from Scotts Bluff visitors. Simply select the variables from the list and write them in the spaces provided for either two-way or three way comparisons. Blank order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 36 (Scotts Bluff)

Date of request: _____
 Person requesting analysis: _____
 Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

• Group size	• Number of visits	• Facilities used
• Group type	• Length of stay	• Facilities quality
• Age	• Site visited	• Information/interpretive service used
• State residence	• Obtain park info	• Information/interpretive service usefulness
• River trail	• Bus tour	• Shuttle system
• Convention member		

Two-way comparisons (please write in the appropriate variables from the above list):
INFO SERVICES by GROUP TYPE
 _____ by _____
 _____ by _____

Three-way comparisons (please write in the appropriate variables from the above list):
VISITOR ACTIVITIES by AGE GROUP by GROUP SIZE
 _____ by _____ by _____
 _____ by _____ by _____

Special instructions:
(It may be helpful to know what format you need, the purpose for the information and so forth.)

Mail to:
 Cooperative Park Studies Unit
 of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Idaho 83843

**Analysis Order Form
Visitor Services Project
Report 36 (Scotts Bluff)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- | | | |
|---------------------|--------------------|---|
| • Group size | • Number of visits | • Facilities used |
| • Group type | • Length of stay | • Facilities quality |
| • Age | • Site visited | • Information/interpretive service used |
| • State residence | • Obtain park info | • Info/interpretive service usefulness |
| • River trail | • Bus tour | • Shuttle system |
| • Convention member | • | • |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____
 _____ by _____
 _____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____
 _____ by _____ by _____
 _____ by _____ by _____

Special instructions

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83843

Questionnaire

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

Report #	Title	Report #	Title
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.	20.	Craters of the Moon National Monument, 1989.
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.	21.	Everglades National Park, 1989.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.	22.	Statue of Liberty National Monument 1990.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.	23.	The White House Tours, President's Park, 1990.
5.	North Cascades National Park Service Complex, 1985.	24.	Lincoln Home National Historic Site 1990.
6.	Crater Lake National Park, 1986.	25.	Yellowstone National Park, 1990.
7.	Gettysburg National Military Park, 1987.	26.	Delaware Water Gap National Recreation Area 1990.
8.	Independence National Historical Park, 1987.	27.	Muir Woods National Monument, 1990.
9.	Valley Forge National Historical Park, 1987	28.	Canyonlands National Park, 1991
10.	Colonial National Historical Park, 1988.	29.	White Sands National Monument, 1991.
11.	Grand Teton National Park, 1988.	30.	The National Mall, 1991.
12.	Harpers Ferry National Historical Park, 1988.	31.	Kenai Fjords National Park, 1991.
13.	Mesa Verde National Park, 1988.	32.	Gateway National Recreation Area, 1991
14.	Shenandoah National Park, 1988.	33.	Petersburg National Battlefield, 1991.
15.	Yellowstone National Park, 1988.	34.	Death Valley National Monument, 1991.
16.	Independence National Historical Park: Four Seasons Study, 1988.	35.	Glacier National Park, 1991.
17.	Glen Canyon National Recreation Area, 1989.	36.	Scotts Bluff National Monument, 1991.
18.	Denali National Park and Preserve, 1989.	37.	John Day Fossil Beds National Monument, 1991.
19.	Bryce Canyon National Park, 1989.		

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

Visitor Services Project

Scotts Bluff

National Monument

Appendix

Visitor Services Project

Scotts Bluff

National Monument

Appendix

Dwight L. Madison

Report 36

January 1991

Dwight Madison is the VSP Eastern Coordinator, and Dr. Machlis is Sociology Project Leader, both with the Cooperative Park Studies Unit, National Park Service, University of Idaho. We thank the staff at Scotts Bluff National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for their technical assistance.

Proposals for future planning
 N=379 comments;
 many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Teach staff to be courteous/unobtrusive	2
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INTERPRETIVE SERVICES

Nonpersonal

Make wagon ruts more visible to public	8
Add more outside exhibits showing vegetation of area	7
Enlarge museum	6
Add more geological exhibits outside	6
Add more outside exhibits showing area wildlife	5
Add outside exhibits that show area as pioneers saw it	4
Build a separate room for slide program	4
Change slide program to a movie	3
Add more exhibits to museum	3
Hand out park brochure at entrance station	2
Provide more outside exhibits about Oregon Trail	2
Put less text on exhibits	2
Provide more outside exhibits about Scotts Bluff	2
Rebuild Fort Mitchell as a living history site	2
Provide pictorial plant guide of area	2
Summit Trail needs plant labels	2
Place exhibit on summit explaining trails in distance	2
Put more exhibits on Saddle Rock trail	2
Keep museum as it is	2
Add a variety of slide programs	2
Add more exhibits to trails	2
Other comments	31

Personal

Offer more guided tours of area	4
Build hands-on children exhibits	4
Provide wagon rides for the children	4
Put staff on summit to answer questions	4
Provide more living history demonstrations	4
Add living history home industries demonstrations	3
Offer guided tours of Saddle Back Trail	3
Provide horse rides for children	2
Add more interpreters on staff to explain events	2
Add telescopes on summit to view distant formations	2
Other comments	4

FACILITIES AND MAINTENANCE

General

Add a campground to the area	10
Provide more picnic areas	7
Put water fountains on summit	7
Add an RV campground to the area	4
Build restrooms on summit	4
Provide cleaner restrooms	4
Provide for a shaded picnic area	3
Provide more RV parking	3
Build larger restrooms	2
Make picnic area more visible	2
Place more trash cans in parking lot	2
Place more guard rails on summit	2
Build restrooms inside museum area	2
Other comments	6

Roads & Trails

Build more hiking trails	10
Mark Oregon Trail better	7
Place guard rails on Saddle Rock trail	6
Build a bike trail to the summit	5
Make hiking trails wider	4
Place more benches on trails	3
Build a bike trail to Dome Rock	2
Build a trail along the Platte River	2
Summit Trail signs should warn of strenuous hike	2
Build a trail to the zoo	2
Other comments	18

POLICIES

Post signs telling hikers to stay on trail	4
Other comments	8

Resource Management

Keep as undeveloped as possible	6
Do away with rattlesnake threat	4
Add landscaping to the front of museum	3
Grow more grass	3
Other comments	4

Shuttle System

Provide a shuttle system to the summit	12
Provide a shuttle to different trails	3
Other comments	4

CONCESSIONS

Build a restaurant in the area	6
Build a summit restaurant	5
Gift shop needs its own room	4
Provide better lighting in sales area	3
Place coin operated telescopes on summit	3
Provide a wider selection of souvenirs	2
Other comments	11

GENERAL IMPRESSIONS

Keep it as is	24
Advertise monument better	7
Place better directional signs in area to monument	4
Other comments	1

Visitor likes
 N=608 comments;
 many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

National Park Service

Park staff friendly and helpful	26
Friendly and helpful rangers	11
Informative guide	1

INTERPRETIVE SERVICES

History of area	40
Museum	36
Slide show	32
Exhibits	28
Oregon Trail ruts	17
Covered wagons	17
Living history demonstration	13
Information posted along trails	7
Exhibits on top of summit	6
Geologic history of area	5
Visitor center	4
Paleontology exhibits	3
Dioramas	2
Exhibits about westward expansion	2
Drawings & paintings by William Henry Jackson	2
Mormon cart exhibit	2
Other comments	3

FACILITIES AND MAINTENANCE

General

Well maintained grounds and buildings	14
Air-conditioned visitor center	2

Roads and Trails

Trail between summit and museum	30
Trails	27
Trails on top of summit	17
Trails well maintained	7
Accessibility of trails	7
Wildlife along trails	6
Road tunnels	4
Improvements to summit road	4
Other comments	2

CONCESSIONS

Book shop	4
Good book selection	4

GENERAL IMPRESSIONS

Beautiful views/scenery	73
View from summit	63
Drive leading to the top of the summit	24
Everything	15
Natural setting	9
Hiking through tunnels	8
Peace and quiet	7
Scenic overlooks	4
Free admission	3
Lack of crowds	3
Beautiful day	3
Other comments	11

Visitor dislikes

N=276 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

INTERPRETIVE SERVICES

Could not find Oregon Trail ruts	7
Better directional signs needed from town	6
Slide show needs improvement	5
Did not receive a park brochure	3
Lack of directional/information signs on summit	2
Lack of paleontology exhibits	2
Other comments	16

FACILITIES AND MAINTENANCE**General**

Lack of water fountains on summit	4
Lack of shade on top of summit	3
Other comments	2

Roads and Trails

Road to top of summit under construction	29
Trails and summit needs guard rails	3
Lack of benches on trails	3
Construction delays on summit road	2
Summit closed due to construction	2
Trails not accessible to handicapped	2
Trails too narrow	2
Tunnels not lighted	2
Road to summit too twisting	2
Other comments	10

Buildings and utilities

Restrooms dirty	18
Museum needs landscaping	2
Lack of restrooms on summit	2
Lack of benches outside museum	2
Other comments	2

Campgrounds and Picnic Areas

Lack of picnic tables	4
Other comments	2

Policy

Vehicle not allowed on summit due to size	4
Monument closed too early in summer	2
Visitors did not stay on trails	2
Visitors vandalizing bluffs	2
Other comment	1

RESOURCE MANAGEMENT

Rattlesnakes	10
Heat	7
Rain	4
Encroaching development	2
Other comments	12

CONCESSIONS

Town needs more/better hotels	3
Sales area should be expanded	2
Lack of snack bar	2
Other comments	3

GENERAL IMPRESSIONS

Nothing, liked everything	51
Did not have enough time to visit	16
Fear of child falling off summit	2
The long walk	2
No way to retrieve car from summit if family walks down	2
Other comments	9

Visitor comment summary

N=329 comments;
many visitors made more than one comment.

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Monument needs a campground	5
Other comments	2
Shuttle System	
Build a shuttle system to the summit	5
Other comments	2
CONCESSIONS	
Book selection is good	3
Other comments	3

NATIONAL PARK SERVICE

Scotts Bluff was one of several national parks visited	7
Develop Chimney Rock area more	2
Other comments	7

GENERAL IMPRESSIONS

Enjoyed visit	62
Not enough time	18
Will return	14
Park is interesting	12
Keep up the good work	8
Beautiful scenery	8
Monument well managed	6
Keep monument as is	4
This part of Nebraska is beautiful	4
Will recommend to family and friends	3
Rain hampered visit	2
Monument good use of tax dollars	2
Other comments	21

**Printing Instructions for Scotts Bluff National Monument
Report & Appendix**

Scotts Bluff National Monument Report Volume I

I need 27 copies: 26 bound copies and 1 copy unbound.

All copies should have a blue front & back cover

Inside Title page should be xeroxed on white paper (single page).

Report Summary page should be xeroxed on blue paper (single page).

Table of contents page should be xeroxed on white paper (single page).

Pages 1-34 should be duplexed on white paper.

Analysis order forms should be xeroxed on white paper (single page each)

Page 35 (Questionnaire title page) should be xeroxed on white paper (single page).

Questionnaire section duplex on white paper

Scotts Bluff National Monument Appendix Section

I need 11 copies: 10 bound copies and 1 copy unbound.

All copies should have a blue front & back cover.

Inside Title page should be xeroxed on white paper (single page).

Pages 1-9 (Visitor comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Separate future planning section from other visitor comment section with a blank piece blue paper.